

ABSTRACT OF THE DISCLOSURE

Individual droplets of a liquid composition landing on a printing medium during one pass (one scan) are connected to the respective adjacent droplets and integrated with them to form a flat coat layer. Thus, the surface of the coat layer is almost flat, thus increasing the amount of regularly reflected light. This increases the degree of gloss. When the liquid composition is ejected during two passes, a smaller number of droplets of the liquid composition can be connected together than in the case of one pass. Thus, the droplets are not completely integrated and start to be insolubilized before the second scan. In this manner, the individual droplets are insolubilized while maintaining their original shapes. The resultant coat layer has a surface with many concaves and convexes. Consequently, the degree of gloss decreases.